



KENTUCKY TRANSPORTATION CENTER

**EVALUATION OF KENTUCKY'S
"BUCKLE UP KENTUCKY: IT'S THE LAW AND IT'S ENFORCED"
2006 CAMPAIGN**



UNIVERSITY OF KENTUCKY
College of Engineering



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**Research Report
KTC-06-17/KSP1-06-11**

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"BUCKLE UP KENTUCKY: IT'S THE LAW & IT'S ENFORCED"
2006 CAMPAIGN**

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Kentucky State Police
Commonwealth of Kentucky

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EXECUTIVE SUMMARY

The objective of this report was to document the results of the “Buckle Up Kentucky: It’s the Law & It’s Enforced” 2006 campaign in Kentucky. The campaign involved a combination of earned media, paid media, and enforcement. The earned media started about five weeks prior to Memorial Day 2006 and continued through the enforcement periods. Two separate paid media campaigns and enforcement periods were conducted. One dealt specifically with pickups while the other was a general campaign for all drivers. The pickup media campaign started four weeks prior to Memorial Day and lasted two weeks followed by a one-week enforcement period. The general media campaign was for the two weeks prior to Memorial Day while the enforcement period was a two-week period including the week before and the week of Memorial Day.

The evaluation of the campaign included documenting the activities associated with the program (publicity and enforcement) and evaluating the results. The evaluation also involved conducting observations of safety belt usage at a sample of locations across the state, conducting telephone surveys before and after the campaign, and comparing the number of fatal and injury crashes during the enforcement period with previous years.

Safety belt usage at a mini-sample set of 21 locations across the state (compared to 200 sites for a full statewide survey) found that usage for all vehicles increased from a baseline level of 67.3 percent to 67.9 percent during the enforcement phase of the general campaign. Usage for pickups increased from 52.9 percent during the baseline to 54.8 percent during enforcement.

Enforcement was conducted by both state and local police through saturated enforcement and checkpoints. A total of 4,704 safety belt citations and 311 child restraint citations were given during the two-week enforcement period around Memorial Day. There were 3,132 safety belt citations and 224 child restraint citations given during the week of enforcement related to the pickup campaign.

The telephone survey showed that drivers had heard publicity about the campaign (most often on television) with an increase in the perceived likelihood of receiving a ticket for not wearing a seat belt. The majority of drivers understood that there was a new law allowing the police to stop them for just a seat belt violation. The most common slogans drivers had heard were “Buckle up Kentucky. It’s the Law and it’s Enforced” and “Click it or Ticket.” There were several differences in the responses of all drivers and pickup drivers.

The numbers of injuries and injury crashes in 2006 were slightly lower than the average of the previous three years while the numbers of fatalities, fatal crashes, and total crashes were higher.

The law in Kentucky was changed in 2006 with a primary safety belt law enacted with an effective date in July. The legislation establishes an education period to the end of 2006 where a warning is given rather than a fine. The data show that enforcement of this law and publicity of this enforcement must be implemented to result in a substantial increase in usage.

1.0 BACKGROUND

The use of safety belts has been shown to be an effective method to reduce the severity of injuries to occupants of motor vehicles involved in traffic crashes. Methods used to increase usage rates have included public information campaigns, legislation, and enforcement of the legislation. Kentucky first enacted statewide legislation requiring the use of safety belts for all vehicle occupants in 1994. The law allowed secondary enforcement which means a citation could only be written only after an officer stops a driver for another violation. The law was changed in 2006 to allow primary enforcement where a driver can be stopped for failure to wear a safety belt. However, the legislation established a period from July through December 2006 for education of drivers where a warning was given instead of a fine.

The first statewide observational surveys in Kentucky in 1982 showed a driver usage rate of only 4 percent. Usage has increased dramatically over the past years to a level of 66.7 percent for all front seat occupants in 2005. However, this level is only about nine percentage points above the 58 percent rate found in 1994 after enactment of the original statewide legislation. The statewide level is also substantially below the national usage rate in 2005 of 82 percent.

Selective traffic enforcement programs (STEPS) have been used to modify motorist behavior (especially related to speeding). The use of STEPs to increase safety belt usage rates was first done in Elmira, NY in 1985. Canada was the first country to use this technique. National efforts in the United States, using STEPs, have included Operation Buckle Down in 1991 and 1992, Safe and Sober in 1996 and 1997, and Operation ABC in 1998 through 2000. The first statewide STEP, named Click It or Ticket, was in North Carolina in 1993.

The Click It or Ticket campaign was used in Kentucky in 2001 as part of an effort for states in the southeastern United States. The coordinated effort was in response to the high fatality rate in the southeast compared to the remainder of the nation. Increasing safety belt usage was seen as an effective means to decrease this high fatality rate. The use of a STEP enforcement effort (named Click It or Ticket) was selected as a method to increase usage. A coordinated effort was made with the eight states in Region IV of the National Highway Traffic Safety Association (NHTSA) with the enforcement occurring in a two-week period around Memorial Day in 2001. Similar campaigns have been conducted in 2003, 2004, 2005, and 2006 with the name changed in Kentucky to "Buckle Up Kentucky: It's the Law & It's Enforced."

The objective of this report was to document the results of the 2006 campaign conducted around Memorial Day. An added feature in the 2005 and 2006 campaigns has been an emphasis on pickup truck drivers because of their lower usage. A portion of the media component was directed specifically to pickup truck drivers. The campaign involved a combination of earned media, paid media, and enforcement. The earned media started four weeks prior to Memorial Day and continued through the enforcement periods. The paid media for the pickup portion of the campaign started four weeks prior to Memorial Day. The enforcement period for the general campaign was a two-week period including the week before and the week of Memorial Day.

2.0 PROCEDURE

The evaluation of the campaign included documenting the activities associated with the program (publicity and enforcement) and evaluating the results. The evaluation involved conducting observations of safety belt usage at a sample of locations across the state, conducting telephone surveys before and after the campaigns, and comparing the number of fatal and injury crashes during the enforcement period with previous years. Following is a description of the procedures used in the evaluation.

2.1 Observations

Statewide surveys have been conducted in Kentucky since 1982. The last modification in the procedure was made in 1999. The statewide survey involves collecting two hours of data at 200 sites across the state. Seat belt data are collected for the driver and front-seat passenger in the outboard position. Four categories of vehicles are used (passenger car, pickup, van, and sport utility vehicle). The sampling design plan divides the state into three geographical regions and seven roadway functional classification groups resulting in 21 stratum. The statewide rate is determined using the usage rate and total vehicle miles for each stratum.

Data had to be collected to provide a baseline statewide usage rate to compare with data collected during the enforcement portion of the campaign. Two sets of data could not be reasonably collected at all 200 sites during the available time frame. Therefore, a site was selected from each of the 21 stratum to represent the usage rate for the stratum. A list of these sites is given in Appendix A. Using data from these 21 sites has been shown to result in very similar statewide usage rates as obtained from the 200 sites. This shows that the sample of sites can effectively represent the statewide sample sites.

Two sets of the mini-surveys were collected in 2006. One set was collected before the campaign and one set during the enforcement phase of the general campaign. The baseline data were collected in April before the start of the earned media. The data during the enforcement period were collected between May 22 and June 4.

2.2 Publicity

The types of media publicity could be classified into two broad categories. One was earned media which was provided at no charge. The second type was the paid media which was purchased. The paid media involved radio, network television, cable television, and outdoor billboards. The type and amount of publicity were summarized.

Two separate campaigns were conducted. One was directed specifically to seat belt usage in pickups. The second campaign was a general campaign directed to the drivers of all vehicle types.

2.3 Enforcement

Enforcement was achieved through the Kentucky State Police (KSP), Kentucky Vehicle Enforcement (KVE) and local agencies. Enforcement involved both saturated patrols and checkpoints. In addition to seat belt citations, other citations and arrests were made. The numbers of various types of citations given over the enforcement periods were summarized. The enforcement for the “Buckle Up Kentucky: It’s the Law & It’s Enforced” campaign was between May 22 and June 4, 2006 while the “Buckle Up in Your Truck” campaign enforcement was between May 14 and May 21, 2006.

2.4 Telephone Survey

Two sets of telephone surveys were conducted by the University of Kentucky Survey Research Center. The first set was conducted from April 5 to May 1 before the start of the campaign. The second set was from June 5 to July 3 after completion of the enforcement.

A target of 350 completed interviews was set for the pre- and post-media and enforcement campaign surveys. In addition, an over-sample target of 350 completed interviews was used in each wave with drivers whose primary vehicle is a pickup truck.

The questions on the survey obtained information about drivers’: type and amount of driving, use of safety belts and any change in usage, knowledge about Kentucky’s safety belt law and its enforcement, opinion about the effectiveness of safety belts, knowledge of increased enforcement or checkpoints, awareness of any related advertisements or activities, and general characteristics.

Respondents were contacted using a modified, list-assisted Waksberg Random-Digit Dialing method giving every household with a telephone in Kentucky an equal probability of being contacted. Up to 15 attempts were made to each number in the sample. In addition, up to 10 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. The Survey Research Center also provided a statistical analysis of the results of the telephone surveys.

2.5 Fatal/Injury Crashes

The statewide crash data file was searched to determine the numbers of fatal and injury crashes which occurred during the enforcement dates of the “Buckle Up Kentucky: It’s the Law & It’s Enforced” campaign (May 22 through June 4). This data were then compared to crashes which occurred during the two-week enforcement dates for previous years. The numbers of fatalities and injuries were also obtained during each of these time periods.

3.0 RESULTS

3.1 Observations

Two sets of mini-surveys were conducted at the 21 sample locations. The data for the individual sites are given in Appendix A.

Baseline data were collected before the start of the earned media to compare with data collected during the enforcement phase of the general campaign. In previous years, data were also collected during the earned media and paid media phases of the campaign. The data consistently showed there was almost no change in usage, compared with the baseline rate, during these phases. Therefore, the decision was made that it was not necessary to collect data during the media phases. The following usage rates were obtained during the listed dates.

Baseline	April 2006	67.3 percent
Enforcement	May 22 - June 4, 2006	67.9 percent

The baseline data closely agree with the 2005 statewide survey which had found a statewide usage rate of 66.7 percent. The results from the baseline data showed that the sites selected for the mini-surveys were representative of all the statewide sites.

An emphasis of the 2006 campaign was the lower usage rate which has been found for pickup truck drivers. Observation data are classified into four vehicle categories with pickup trucks one of the categories. The usage rate for pickup trucks increased from 52.9 percent for the baseline to 54.8 during the enforcement phase of the campaign. There was a larger increase for pickup trucks compared to all vehicles.

This was the fourth year for the “Buckle Up Kentucky: It’s the Law and It’s Enforced” campaign and the second year for the “Buckle Up in Your Truck” campaign. Following is a summary of the baseline and enforcement phase usage rates for 2003 through 2006.

	<u>All Vehicles</u>	<u>Pickup Trucks</u>
2003 Baseline	61.6 percent	45.7 percent
2003 Enforcement	72.5 percent	60.4 percent
2004 Baseline	64.5 percent	49.0 percent
2004 Enforcement	70.5 percent	56.0 percent
2005 Baseline	66.1 percent	52.2 percent
2005 Enforcement	68.6 percent	56.0 percent
2006 Baseline	67.3 percent	52.9 percent
2006 Enforcement	67.9 percent	54.8 percent

The increase during enforcement compared to the baseline has decreased over these four years. The overall increase was 10.9 percent in 2003, 6.0 percent in 2004, 2.5 percent in 2005, and 0.6 percent in 2006. This increase during the 2001 Click It or Ticket campaign was 10.6 percent.

3.2 Publicity

The publicity consisted of a combination of earned and paid media. The baseline usage data collection was completed before the earned media started. The earned media continued through the enforcement period which ended on June 4. The paid media for the pickup truck campaign was from May 1 through May 13, 2006. The paid media for the general campaign directed to all drivers started on May 14 and ended on May 27.

The Tombras Group of Nashville, TN was contracted by NHTSA to produce the “Buckle Up in Your Truck” advertisements for the eight states in the southeast region of the United States. The advertisements consisted of a 30-second television spot, a 30-second radio spot, and a billboard design. New West LLC from Louisville (who is Kentucky’s media contractor) then tagged the spots with Kentucky logos and purchased media time.

For the general “Buckle Up Kentucky: It’s the Law and It’s Enforced” campaign, the same 30-second television spots originally produced in 2004 was used. These spots were originally produced by Paul Schultz Advertising of Louisville. New West made minor edits to update the tapes with required tags. New 30-second and 60-second radio spots recorded by New West for the 2005 campaign were used again. New West also handled all media placement.

The cost for the production, placement, and public relation fees for both campaigns was about \$60,000. A summary of the number and cost of the network television, cable television, and radio spots for the two campaigns are given in Tables 1 and 2. Advertisements were aired in ten markets with four cities in adjacent states.

The cost of the billboards was \$35,935 for both campaigns. The billboards were for three-month terms. A total of 37 billboards (12 feet by 25 feet) were installed. All the billboards were the “Buckle Up in Your Truck” message. These billboards were placed in 25 counties scattered across the state.

There was one press conference held relating to the pickup campaign (held at the Kentucky Lifesavers Conference) and two for the general campaign (one held in conjunction with Tennessee at the I-65 Tennessee welcome center and one at the Kentucky Speedway). For the pickup campaign there were two television and 33 print news stories. For the general campaign there were five television, four radio, and 36 print news stories.

There were also promotions with McDonald's restaurants in eastern Kentucky and Arby's restaurants in the Lexington area. In both cases, coupons were given to customers who were observed using their safety belt as they proceeded through the drive-thru window. Costs for the McDonald's promotion were minimal while the Arby's promotion cost about \$44,000. The cost of the Arby's promotion included the costs for printing and distributing the coupons, production of commercials, and related fees for the publicity.

3.3 Enforcement

The enforcement periods for the two campaigns were May 14 through May 21 for the pickup campaign and May 22 through June 4 for the general campaign. There are approximately 368 police agencies in Kentucky that participate in traffic enforcement. Contact was made with each agency with an agreement of participation obtained from 257 of these agencies for the pickup campaign and 258 for the general campaign. The extent of participation varied by local agency with reports of activity obtained from 210 of the agencies for the pickup campaign and 208 for the general campaign. Summaries of the results of the enforcement for the two enforcement periods are given in Tables 3 and 4.

The enforcement involved both saturated enforcement and checkpoints and involved KSP, KVE, and local police. The total number of hours worked by all the officers was about 62,000 for the pickup campaign and 117,000 for the general campaign with only about 2.4 percent of those hours related to checkpoints. There were 788 checkpoints during the pickup enforcement and 1,046 during the general enforcement with about half conducted by KSP.

There were a total of 3,132 safety belt citations given along with 224 child restraint citations given during the pickup one-week pickup enforcement campaign. This compares to 4,704 seat belt citations given along with 311 child restraint citations during the two-week general enforcement period. About 59 percent of the seat belt citations and 66 percent of the child restraint citations were issued by the KSP.

There were other citations and arrests which occurred as a result of this enforcement. The largest number of other citations were speeding with 10,391 during the pickup campaign and 19,767 during the general campaign. Considering all enforcement, there were 2,269 DUI arrests and 1,877 drug related arrests.

3.4 Telephone Survey

The University of Kentucky Survey Research Center conducted these surveys. Calls for the pre-campaign survey were made from April 12 through May 4, 2005. Calls for the post-campaign survey were made from June 6 through June 27, 2005. The disposition results of the survey were as follows:

Pre-campaign survey:

Interviews completed	710
Any Vehicle	(382)
Pickup Truck	(328)
Refused	1,112
Not Eligible (Any Vehicle)	341
No Eligible Pickup Driver	2,711
Total	4,874
Response rate (eligible driver)	39.0 percent

Post-campaign survey

Interviews completed	729
Any Vehicle	(376)
Pickup Truck	(353)
Refused	1,208
Not Eligible (Any Vehicle)	354
No Eligible Pickup Driver	2,975
Total	5,266
Response rate (eligible driver)	37.6 percent

The margin of error for samples of these sizes varies from plus or minus 5.0 to 5.4 percent at the 95 percent confidence level. The results of the surveys are given in Appendix B. The Survey Research Center provided a detailed summary of the responses to each question. They also provided results of a t-test for Independent Samples analysis which was used to determine if changes in the responses for the pre- and post-surveys were statistically significant. Questions that had a p-value of less than or equal to 0.05 were considered as showing a “statistically significant” change. Comparisons were also made between the responses for all drivers with that for drivers of pickup trucks.

Summaries of some of the results of the telephone surveys are given in Table 5 for all drivers and Table 6 for drivers of pickup trucks. A notation is given if the difference between the before and after data is statistically significant.

The surveys showed that the publicity was effective in informing drivers of the campaign. Specifically, there was a statistically significant increase in both sets of drivers who stated they had seen or heard about activities related to seat belt usage and pickup trucks in the last 30 days with the number of these activities and messages increasing. Other statistically significant changes for both sets of drivers were a knowledge of an increase in special efforts for seatbelt ticketing, a knowledge that police can stop a driver for just a seat belt violation, and an awareness that police are ticketing more often.

The slogans for which drivers showed a large increase in knowledge were “Buckle up Kentucky: It’s the Law and It’s Enforced,” “Click it or Ticket,” and “Buckle up in Your Truck.” Drivers indicated that they had seen or heard the publicity most often on television followed by radio and newspapers. For those who saw or heard about the campaign on television or the radio, the most common form was a commercial advertisement.

The percentage of drivers who stated they wore their safety belt either all or most of the time was substantially higher than what has been found in observational surveys. There was an increase in this percentage after the campaign. The percentage of pickup drivers who indicated they increased safety belt usage in the past 30 days was statistically significant for pickup drivers. The percentage of drivers who indicated they had increased safety belt usage increased after the campaign with increased awareness and the seat belt law given as the most common reasons for this increase.

Almost all drivers (over 90 percent) were aware that Kentucky has a law requiring seat belt use. The knowledge that the law has been changed to primary enforcement where the police can stop a driver for just a seat belt violation was shown with slightly over 60 percent of drivers aware of the current law. About 60 percent of all drivers and slightly over one-half pickup drivers thought police should be able to stop a driver for just a safety belt violation. Only about eight percent of all drivers and ten percent of pickup drivers reported receiving a ticket for not wearing a safety belt. The majority of drivers felt police enforcement of belt laws was important with this percentage lower for pickup drivers.

About 80 percent of the drivers strongly agreed with the statement that they would want to be wearing a safety belt if they were involved in a crash. Also, about 60 percent of the drivers disagreed with a statement that safety belts are just as likely to harm as they are to help. About 90 percent of the drivers felt it would be best to be wearing a safety belt if their vehicle rolled during a crash.

There were several differences in the responses of all drivers and pickup drivers. Following is a list of those with statistically significant differences.

- a higher percentage of males drive pickup trucks
- the frequency of driving is higher for pickup drivers
- the frequency of wearing a safety belt was lower for pickup drivers
- a higher increase in safety belt usage during the past 30 days for pickup drivers
- a smaller percentage of pickup drivers felt there should be a primary law
- a smaller percentage of pickup drivers felt enforcement of belt laws was important

These differences in responses are consistent with the results from observational surveys which have found that drivers of pickup trucks have the lowest usage rate of any vehicle type.

3.5 Fatal/Injury Crashes

The numbers of fatal crashes, fatalities, injury crashes, and injuries occurring in Kentucky during the enforcement period of the “Buckle up Kentucky: It’s the Law & It’s Enforced” campaign (May 23 through June 5, 2005) were compared to those occurring during the 14-day enforcement period for the previous three years around the Memorial Day holiday. The numbers of injuries and injury crashes in 2006 were slightly lower than the average of the previous three years while the numbers of fatalities, fatal crashes, and total crashes were higher.

There were 42 fatal crashes with 46 fatalities during the two-week enforcement period in 2006. This compares to an average of about 32 fatal crashes with 36 fatalities over the 14 days of enforcement in 2003 through 2005.

There were 1,208 injury crashes resulting in 1,797 injuries in 2006. This compares to an average of about 1,239 injury crashes and 1,843 injuries in 2003 through 2005.

There were 6,087 total crashes during the 14 days of enforcement in 2006. This compares to an average of about 5,891 in the previous three years.

4.0 CONCLUSIONS

The observational surveys showed that, without effective enforcement of the primary safety belt law, any increase in safety belt usage is very limited using only publicity and a warning citation. The increase in usage during enforcement compared to baseline data has decreased over the past few years.

The data show that knowledge of an increased possibility of receiving a ticket for failing to wear a safety belt is required for a certain segment of the driving population to increase their use of safety belts. The first step in obtaining a meaningful increase in safety belt usage was achieved by changing the law from secondary to primary enforcement. The next step is to provide enforcement with the necessary publicity to provide an awareness to the public that the law is being enforced. The opinion survey shows that the majority of drivers are in favor of primary enforcement.

Table 1. Summary of Media Costs (Buckle Up in Your Truck)

Type	Market	Paid Spots	Bonus Spots*	Cost
Television	Bowling Green	54	38	\$ 9,703
	Evansville	88	62	11,420
	Hazard	68	48	8,743
	Lexington	74	52	21,480
	Louisville	88	62	19,550
	Paducah	36	25	9,448
	Subtotal	408	287	\$80,343
Radio	Bowling Green	152	106	6,137
	Lexington	288	202	8,830
	Louisville	598	419	13,475
	Outlying Markets	1,120	714	29,344
	Subtotal	2,158	1,441	\$57,786
Cable TV	Cincinnati, Ohio	646	452	10,344
	Charleston, WV	2,687	1,881	20,489
	Evansville, Indiana	773	657	6,615
	Lexington	1,425	998	25,394
	Paducah	1,056	739	7,948
	Bowling Green	334	234	3,825
	Louisville	733	513	23,936
	Knoxville, TN	134	94	1,862
	Nashville, TN	1,104	773	17,786
Subtotal	8,892	6,341	\$118,198	

* Spots reflected are 70 percent of the spots agreed to by the station

Table 2. Summary of Media Costs (Buckle Up Kentucky: It's the Law and It's Enforced)

Type	Market	Paid Spots	Bonus Spots*	Cost
Television	Bowling Green	152	106	\$ 6,137
	Evansville	83	58	11,420
	Hazard	69	48	8,743
	Lexington	84	59	21,097
	Louisville	99	69	20,166
	Paducah	36	25	9,448
	Subtotal		523	365
Radio	Bowling Green	152	106	6,137
	Lexington	288	202	8,830
	Louisville	598	419	13,475
	Outlying Markets	1,120	714	29,344
	Subtotal		2,158	1,441
Cable TV	Cincinnati, Ohio	646	452	10,344
	Charleston, WV	2,687	1,881	20,489
	Evansville, Indiana	773	657	6,615
	Lexington	1,425	998	25,394
	Paducah	1,056	739	7,948
	Bowling Green	334	234	3,825
	Louisville	733	513	23,936
	Knoxville, TN	134	94	1,862
	Nashville, TN	1,104	773	17,786
Subtotal		8,892	6,341	\$118,198

* Spots reflected are 70 percent of the spots agreed to by the station

**Table 3. SUMMARY OF ENFORCEMENT DATA
(Buckle Up in Your Truck) (May 14-21, 2006)**

	KSP*	KVE**	LOCAL POLICE	TOTAL
Total Officer Hours	21,422	3,326	37,200	61,948
Overtime Hours	1,895	398	2,739	5,032
Total Checkpoint Hours	702	197	613	1,512
Number of Checkpoints	343	5	440	788
Seatbelt Citations	2,015	99	1,118	3,132
Child Restraint Citations	136	5	83	224
Speeding Citations	5,170	396	4,825	10,391
Reckless Driving	97	8	180	285
Operating on Suspended License	252	20	515	787
No Insurance	1,068	50	1,435	2,553
Other Traffic Violations	5,671	629	3,981	10,281
DUI Arrests	320	34	461	815
Drug Arrests	180	15	477	672
Other Felony Arrests	206	1	428	635
Fugitive Apprehensions	126	2	405	533
Stolen Vehicles Recovered	5	0	79	84

* Kentucky State Police

** Kentucky Vehicle Enforcement

**Table 4. SUMMARY OF ENFORCEMENT DATA
(Buckle Up Kentucky: It's the Law and It's Enforced)
(May 22-June 4, 2006)**

	KSP*	KVE**	LOCAL POLICE	TOTAL
Total Officer Hours	37,847	6,630	72,403	116,880
Overtime Hours	3,708	1,044	5,504	10,256
Total Checkpoint Hours	1,485	316	1,009	2,810
Number of Checkpoints	552	7	487	1,046
Seatbelt Citations	2,607	324	1,773	4,704
Child Restraint Citations	217	14	80	311
Speeding Citations	9,226	2,624	7,917	19,767
Reckless Driving	165	19	294	478
Operating on Suspended License	419	47	779	1,245
No Insurance	1,795	217	2,325	4,337
Other Traffic Violations	7,035	1,513	6,088	14,636
DUI Arrests	541	110	803	1,454
Drug Arrests	390	51	764	1,205
Other Felony Arrests	314	14	648	976
Fugitive Apprehensions	228	8	740	976
Stolen Vehicles Recovered	10	0	69	79

* Kentucky State Police

** Kentucky Vehicle Enforcement

TABLE 5. SUMMARY OF TELEPHONE SURVEY RESULTS (ALL DRIVERS)

Question	Choices	Percent	
		Before	After
Frequency of driving	Almost everyday	77.7	81.6
Frequency wearing shoulder belt	All of the time	76.0	79.9
Change of seat belt usage in the last 30 days	Increased	9.0	9.4
Likelihood for receiving ticket while not wearing seat belt for six months*	Somewhat likely	45.5	53.9
Seat belt offense level*	Police can stop for just for seatbelt violation	42.9	65.7
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	61.1	60.9
Have you received a ticket for not wearing a seat belt? Yes		7.9	8.0
Police generally do not write tickets for seat belt violations*	Strongly agree	25.5	18.1
Police enforcement of belt laws are important	Strongly agree	61.5	63.7
Police are ticketing more often than a few months ago*	Strongly agree	20.4	29.8
Aware of special efforts regarding seatbelt ticketing in the last 30 days*	Yes	16.0	31.8
If yes, where did you see or hear of this?	TV	52.5	53.4
Have you seen or heard about any activities related to seat belt usage in the last 30 days?*	Yes	78.1	86.7
How has the number of these activities changed in the past 30 days?*	More than usual	27.5	48.3
In the past 30 days have you heard messages concerning use in pickup trucks?*	Yes	22.2	35.2
How has the number of these message concerning pickup trucks changed in the past 30 days?	More than usual	32.9	55.2
Have you heard or seen these slogans in the past 30 days?*	Click it or ticket*	57.9	76.1
	Buckle up for Those You Love	40.8	46.5
	Buckle up in Your Truck*	10.5	23.4
	Buckle up Kentucky. It's the Law and it's Enforced*	68.6	83.8

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

**Multiple responses were accepted for these questions.

TABLE 6. SUMMARY OF TELEPHONE SURVEY RESULTS (PICKUP TRUCK DRIVERS)

Question	Choices	Percent	
		Before	After
Frequency of driving	Almost everyday	89.9	88.7
Frequency wearing shoulder belt	All of the time	65.5	68.5
Change of seat belt usage in the last 30 days*	Increased	7.1	11.8
Likelihood for receiving ticket while not wearing seat belt for six months	Somewhat likely	48.3	51.3
Seat belt offense level*	Police can stop for just for seatbelt violation	54.0	66.4
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	53.5	53.2
Have you received a ticket for not wearing a seat belt? Yes		9.3	10.4
Police generally do not write tickets for seat belt violations	Strongly agree	23.3	20.7
Police enforcement of belt laws are important	Strongly agree	56.4	54.5
Police are ticketing more often than a few months ago*	Strongly agree	20.4	26.3
Aware of special efforts regarding seatbelt ticketing in the last 30 days*	Yes	16.7	34.3
If yes, where did you see or hear of this?	TV	49.2	49.2
Have you seen or heard about any activities related to seat belt usage in the last 30 days?*	Yes	81.3	87.4
How has the number of these activities changed in the past 30 days?*	More than usual	30.4	41.0
In the past 30 days have you heard messages concerning use in pickup trucks?*	Yes	20.4	32.1
How has the number of these message concerning pickup trucks changed in the past 30 days?*	More than usual	40.0	55.0
Have you heard or seen these slogans in the past 30 days?*	Click it or ticket*	67.1	82.0
	Buckle up for Those You Love	43.3	44.5
	Buckle up in Your Truck*	14.6	23.7
	Buckle up Kentucky. It's the Law and it's Enforced*	69.2	79.2

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

**Multiple responses were accepted for these questions.

APPENDIX A. SAFETY BELT OBSERVATIONS

Table A-1. SUMMARY OF SEAT BELT OBSERVATIONS AT INDIVIDUAL SITES

LOCATION		PERCENT USAGE (ALL FRONT SEAT)			
COUNTY	INTERSECTION	BASELINE ALL	ENFORCEMENT ALL	BASELINE PICKUPS	ENFORCEMENT PICKUPS
Barren	I-65 at Exit 53	82	79	69	65
Meade	US 31W at KY 1638	74	70	62	59
Grayson	KY 259 at US 62	48	49	34	31
Logan	US 68 at US 79	59	62	51	44
Hopkins	Pennyrile Parkway at Exit 44	68	73	52	54
Henderson	US 41A at 5th St.	68	68	53	51
Calloway	KY 1637 at 16th	54	60	35	38
Shelby	I-64 at Exit 28	75	78	58	67
Woodford	US 60 at US 62	70	78	54	61
Oldham	KY 146 at KY 1817	73	74	53	61
Franklin	KY 2820 at US 127	62	62	48	40
Kenton	I-75 at Exit 186	81	86	67	73
Jefferson	US 31W at KY 841	62	61	56	53
Boone	US 42 at US 25	65	65	45	57
Boyd	I-64 at Exit 185	79	77	56	60
Lincoln	US 27 at US 150	64	60	46	47
Carter	US 60 at KY 7	49	48	46	33
Floyd	KY 680 at KY 122	46	42	34	35
Rowan	I-64 at Exit 137	75	71	54	57
Laurel	US 25E at US 25	67	63	45	52
Pulaski	KY 80 at KY 2296	66	63	46	51
		67.3	67.9	52.9	54.8

APPENDIX B. RESULTS OF TELEPHONE SURVEYS

TABLE B-1. RESULTS OF TELEPHONE SURVEY (ALL DRIVERS)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Gender	Male	42.7	52.1	
	Female	57.3	47.9	
Frequency of driving	Almost everyday	77.7	81.6	
	Few days a week	13.4	12.8	
	Few days a month	1.6	1.9	
	Few days a year	0.8	0.3	
	Never	6.5	3.2	
Type of vehicle driven most often	Car	57.7	54.7	
	Van or minivan	9.5	8.8	
	Motorcycle	0.0	0.3	
	Pickup truck	17.4	22.0	
	Sport Utility Vehicle	14.6	12.6	
	Other non-truck	0.3	0.5	
	Other truck	0.6	1.1	
Seat belt configuration	Across shoulder	6.2	7.2	
	Across lap	0.8	2.5	
	Across both	93.0	90.4	
Frequency wearing shoulder belt	All of the time	76.0	79.9	
	Most of the time	8.8	8.8	
	Some of the time	6.8	4.2	
	Rarely	4.0	3.1	
	Never	4.5	4.0	
Frequency wearing lap belt	All of the time	75.8	79.8	
	Most of the time	8.4	8.0	
	Some of the time	7.2	4.5	
	Rarely	4.5	3.0	
	Never	4.2	4.8	
Frequency wearing shoulder belt - riding in car	All of the time	68.2	73.4	
	Most of the time	13.6	13.0	
	Some of the time	6.3	2.8	
	Rarely	5.1	2.8	
	Never	5.7	6.2	
	Don't drive or ride in car	1.1	1.7	
Frequency wearing shoulder belt - riding in pickup	All of the time	64.6	58.8	
	Most of the time	5.7	7.5	
	Some of the time	5.4	4.1	
	Rarely	4.1	2.7	
	Never	3.8	3.4	
	Don't drive or ride in pickup	16.5	23.5	
Frequency wearing shoulder belt - riding in SUV	All of the time	61.7	54.7	p < 0.05
	Most of the time	6.1	8.5	
	Some of the time	5.5	2.1	
	Rarely	2.7	2.4	
	Never	3.6	5.2	
	Don't drive or ride in SUV	20.4	27.1	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (ALL DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Frequency wearing shoulder belt - riding in van	All of the time	63.2	59.8	
	Most of the time	5.5	6.4	
	Some of the time	4.9	4.4	
	Rarely	2.9	3.2	
	Never	5.2	3.8	
	Don't drive or ride in van	18.3	22.4	
Last time not wearing seat belt	Within the past day	19.4	14.1	p < 0.05
	Within the past week	10.6	7.0	
	Within the past month	6.2	4.8	
	Within the past year	6.5	4.8	
	A year or more ago	57.4	69.3	
Change of seat belt usage in the last 30 days	Increased	9.0	9.4	
	Decreased	89.3	89.5	
	Stayed the same	1.7	1.1	
Of those who said "increase", what caused your seat belt usage to increase?***	Increased awareness	34.4	29.4	
	Influence/pressure	6.3	8.8	
	Seatbelt law	28.1	23.5	
	Was in a crash	15.6	11.8	
	Don't want to get a ticket	3.1	14.7	
	Increased enforcement	9.4	5.9	
	New car requires	3.1	8.8	
	Began driving long distances	3.1	0.0	
	Set good example	0.0	5.9	
Does Kentucky have a law requiring seat belt use for adults?	Yes	93.2	98.1	p < 0.05
	No	6.8	1.9	
Likelihood for receiving ticket while not wearing seat belt for six months	Somewhat likely	45.5	53.9	p < 0.05
	Somewhat unlikely	21.0	19.2	
	Very unlikely	33.5	26.9	
Seat belt offense level	Police can stop for just for seatbelt violation	42.9	65.7	p < 0.05
	Police must observe another violation	57.1	34.3	
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	61.1	60.9	
	No	38.9	39.1	
Have you received a ticket for not wearing a seat belt?	Yes	7.9	8.0	
	No	92.1	92.0	
Likelihood for driver who has been drinking to be stopped by police compared to a month ago	More likely	65.2	62.5	
	Less likely	5.8	4.9	
	About the same	29.0	32.6	
Are seat belts just as likely to harm as they are to help?	Strongly agree	18.3	15.1	
	Somewhat agree	18.1	25.9	
	Somewhat disagree	15.9	19.2	
	Strongly disagree	47.7	39.7	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (ALL DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
If in a crash, do you want to wear seat belt?	Strongly agree	81.1	86.1	
	Somewhat agree	13.3	7.5	
	Somewhat disagree	3.7	2.9	
	Strongly disagree	1.9	3.5	
Police generally do not write tickets for seat belt	Strongly agree	25.5	18.1	p < 0.05
	Somewhat agree	30.5	30.3	
	Somewhat disagree	21.4	26.7	
	Strongly disagree	22.6	24.9	
Police enforcement of belt laws are important	Strongly agree	61.5	63.7	
	Somewhat agree	24.8	20.2	
	Somewhat disagree	4.6	3.2	
	Strongly disagree	9.2	12.9	
Wearing belt makes me worry about getting into an accident	Strongly agree	11.0	7.8	
	Somewhat agree	8.6	11.0	
	Somewhat disagree	17.4	16.7	
	Strongly disagree	63.1	64.5	
Police are ticketing more often than a few months ago	Strongly agree	20.4	29.8	p < 0.05
	Somewhat agree	42.3	37.7	
	Somewhat disagree	21.2	21.0	
	Strongly disagree	16.1	11.5	
Aware of special efforts regarding seatbelt ticketing in the last 30 days	Yes	16.0	31.8	p < 0.05
	No	84.0	68.2	
If yes, where did you see or hear of this?***	TV	52.5	53.4	p < 0.05
	Radio	16.9	17.8	
	Friend-Relative	1.7	1.7	
	Newspaper	8.5	12.7	
	Witnessed checkpoint	6.8	0.0	
	Road signs	15.3	5.9	
	Police	3.4	2.5	
	Road block	1.7	5.1	
	Miscellaneous	6.8	3.4	
	Internet	0.0	0.8	
If you said TV or radio, in what form did you see or hear of this?	News story	54.8	39.7	
	Commercial advertisement	80.6	101.6	
	Something else	12.9	6.3	
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	78.1	86.7	p < 0.05
	No	21.9	13.3	
How has the number of these activities changed in the past 30 days?	More than usual	27.5	48.3	p < 0.05
	About the same	70.8	50.5	
	Fewer than usual	1.7	1.3	
In the past 30 days have you heard messages concerning use in pickup trucks?	Yes	22.2	35.2	p < 0.05
	No	77.8	64.8	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (ALL DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
How has the number of these message concerning pickup trucks changed in the past 30 days?	More than usual	32.9	55.2	p < 0.05
	Fewer than usual	62.2	43.2	
	About the same	4.9	1.6	
What would be best if you were in a crash and your vehicle rolled over?	You are wearing a belt	92.9	94.2	
	You are not wearing a belt	4.9	4.2	
	You are not wearing a belt and are ejected	2.2	1.7	
Importance of seat belt enforcement	Very important	59.5	62.4	
	Fairly important	18.0	15.0	
	Just somewhat important	13.9	10.9	
	Not that important	8.6	11.7	
Have you heard or seen these slogans in the past 30 days?*	Click it or ticket	57.9	76.1	p < 0.05
	Buckle up for Those You Love	40.8	46.5	
	Buckle up in Your Truck	10.5	23.4	p < 0.05
	Buckle up Kentucky. It's the Law and it's Enforced	68.6	83.8	p < 0.05
	None	15.4	4.5	
Age	16-19	4.5	3.7	
	20-29	8.4	6.1	
	30-39	14.4	13.8	
	40-49	16.2	19.9	
	50-59	21.2	24.5	
	60-69	17.8	13.6	
	70-79	9.4	10.9	
80 or older	5.8	3.2		
Number of persons 16 years or older in household?	1	32.4	23.6	
	2	47.6	55.8	
	3	12.8	13.5	
	4 or more	7.2	7.2	
Consider yourself Hispanic Latino	Yes	3.8	3.9	
	No	96.2	96.1	
Racial categories that describe you	American Indian or Alaskan Native	6.8	4.8	
	Asian	1.3	1.1	
	Black or African American	4.7	6.6	
	White	91.6	86.2	
	Native Hawaiian or Pacific Islander	0.3	0.0	
Highest year of school completed	Some other race	2.9	2.1	
	8th grade or lower	4.0	5.0	
	9th grade	2.1	4.4	
	10th grade	3.5	2.8	
	11th grade	4.3	5.3	
	12th grade-GED	32.4	30.5	
	Some college-post secondary education	25.1	22.7	
College graduate or higher	28.6	29.4		

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

**Multiple responses were accepted for these questions.

TABLE B-2. RESULTS OF TELEPHONE SURVEY (ALL PICKUP DRIVERS)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Gender	Male	80.2	81.7	
	Female	19.8	18.3	
Frequency of driving	Almost everyday	89.9	88.7	
	Few days a week	7.9	9.3	
	Few days a month	1.5	2.0	
	Few days a year	0.6	0.0	
	Never	0.0	0.0	
Seat belt configuration	Across shoulder	6.8	6.2	
	Across lap	1.2	0.0	
	Across both	91.4	93.2	
	No belts	0.6	0.6	
Frequency wearing shoulder belt	All of the time	65.5	68.5	
	Most of the time	17.6	13.1	
	Some of the time	8.2	7.4	
	Rarely	4.4	5.7	
	Never	4.4	5.4	
Frequency wearing lap belt	All of the time	65.4	70.6	
	Most of the time	17.3	11.2	
	Some of the time	9.0	7.3	
	Rarely	3.3	6.1	
	Never	5.0	4.8	
Frequency wearing shoulder belt - riding in car	All of the time	64.0	65.6	
	Most of the time	18.9	14.4	
	Some of the time	7.3	6.5	
	Rarely	2.7	5.6	
	Never	4.9	3.4	
	Don't drive or ride in car	1.5	4.5	
Frequency wearing shoulder belt - riding in SUV	All of the time	50.6	53.1	
	Most of the time	15.3	11.0	
	Some of the time	5.5	4.5	
	Rarely	3.1	5.6	
	Never	5.5	3.4	
	Don't drive or ride in SUV	19.9	22.6	

TABLE B-2. RESULTS OF TELEPHONE SURVEY (ALL PICKUP DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Frequency wearing shoulder belt - riding in van	All of the time	50.2	54.1	
	Most of the time	12.8	11.5	
	Some of the time	5.8	3.4	
	Rarely	2.8	5.1	
	Never	4.9	3.9	
	Don't drive or ride in van	23.5	22.0	
Last time not wearing seat belt	Within the past day	27.5	21.3	
	Within the past week	11.8	10.9	
	Within the past month	6.1	6.3	
	Within the past year	4.2	4.9	
	A year or more ago	50.5	56.6	
Change of seat belt usage in the last 30 days	Increased	7.1	11.8	p < 0.05
	Decreased	92.6	87.9	
	Stayed the same	0.3	0.3	
Of those who said "increase", what caused your seat belt usage to increase?***	Increased awareness	17.4	26.9	
	Influence/pressure	4.3	5.8	
	Seatbelt law	60.9	30.8	
	Was in a crash	0.0	1.9	
	Don't want to get a ticket	8.7	3.8	
	Increased enforcement	4.3	11.5	
	New car requires	0.0	0.0	
	Began driving long distances	0.0	3.8	
	Set good example	0.0	0.0	
Does Kentucky have a law requiring seat belt use for adults?	Yes	95.6	98.8	p < 0.05
	No	4.4	1.2	
Likelihood for receiving ticket while not wearing seat belt for six months	Somewhat likely	48.3	51.3	
	Somewhat unlikely	20.9	17.4	
	Very unlikely	30.8	31.3	
Seat belt offense level	Police can stop for just for seatbelt violation	54.0	66.4	p < 0.05
	Police must observe another violation	46.0	33.6	
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	53.5	53.2	
	No	46.5	46.8	
Have you received a ticket for not wearing a seat belt?	Yes	9.3	10.4	
	No	90.7	89.6	
Likelihood for driver who has been drinking to be stopped by police compared to a month ago	More likely	60.1	58.6	
	Less likely	4.2	4.3	
	About the same	35.7	37.1	
Are seat belts just as likely to harm as they are to help?	Strongly agree	17.3	20.0	
	Somewhat agree	22.6	22.6	
	Somewhat disagree	15.4	16.8	
	Strongly disagree	44.7	40.6	

TABLE B-2. RESULTS OF TELEPHONE SURVEY (ALL PICKUP DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
If in a crash, do you want to wear seat belt?	Strongly agree	77.6	78.3	
	Somewhat agree	12.4	13.4	
	Somewhat disagree	5.9	4.6	
	Strongly disagree	4.0	3.7	
Police generally do not write tickets for seat belt	Strongly agree	23.3	20.7	
	Somewhat agree	33.1	32.0	
	Somewhat disagree	21.1	21.9	
	Strongly disagree	22.5	25.4	
Police enforcement of belt laws are important	Strongly agree	56.4	54.5	
	Somewhat agree	21.3	23.0	
	Somewhat disagree	9.1	9.4	
	Strongly disagree	13.2	13.1	
Wearing belt makes me worry about getting into an accident	Strongly agree	7.6	8.1	
	Somewhat agree	6.6	8.1	
	Somewhat disagree	20.3	22.5	
	Strongly disagree	65.5	61.4	
Police are ticketing more often than a few months ago	Strongly agree	20.4	26.3	p < 0.05
	Somewhat agree	37.4	46.8	
	Somewhat disagree	24.3	16.0	
	Strongly disagree	17.8	10.9	
Aware of special efforts regarding seatbelt ticketing in the last 30 days	Yes	16.7	34.3	p < 0.05
	No	83.3	65.7	
If yes, where did you see or hear of this?***	TV	49.2	49.2	
	Radio	35.6	29.7	
	Friend-Relative	0.0	8.5	p < 0.05
	Newspaper	16.9	14.4	
	Witnessed checkpoint	1.7	0.0	
	Road signs	13.6	15.3	
	Police	1.7	1.7	
	Road block	3.4	5.9	
	Miscellaneous	37.3	4.2	
Internet	0.0	0.0		
If you said TV or radio, in what form did you see or hear of this?	News story	69.0	44.8	
	Commercial advertisement	79.3	94.8	
	Something else	27.6	6.9	
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	81.3	87.4	p < 0.05
	No	18.7	12.6	
How has the number of these activities changed in the past 30 days?	More than usual	30.4	41.0	p < 0.05
	About the same	66.9	58.4	
	Fewer than usual	2.7	0.7	
In the past 30 days have you heard messages concerning use in pickup trucks?	Yes	20.4	32.1	p < 0.05
	No	79.6	67.9	

TABLE B-2. RESULTS OF TELEPHONE SURVEY (ALL PICKUP DRIVERS) (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
How has the number of these message concerning pickup trucks changed in the past 30 days?	More than usual	40.0	55.0	p < 0.05
	Fewer than usual	52.3	43.2	
	About the same	7.7	1.8	
What would be best if you were in a crash and your vehicle rolled over?	You are wearing a belt	93.6	94.8	
	You are not wearing a belt	4.5	4.1	
	You are not wearing a belt and are ejected	1.9	1.2	
Importance of seat belt enforcement	Very important	54.1	51.4	
	Fairly important	18.7	16.4	
	Just somewhat important	12.0	16.1	
	Not that important	15.2	16.1	
Have you heard or seen these slogans in the past 30 days?*	Click it or ticket	67.1	82.0	p < 0.05
	Buckle up for Those You Love	43.3	44.5	
	Buckle up in Your Truck	14.6	23.7	p < 0.05
	Buckle up Kentucky. It's the Law and it's Enforced	69.2	79.2	p < 0.05
	None	10.1	4.5	
Age	16-19	0.6	2.8	
	20-29	7.9	8.7	
	30-39	14.0	8.7	
	40-49	23.2	20.3	
	50-59	24.7	27.0	
	60-69	16.5	18.0	
	70-79	8.8	9.9	
80 or older	0.9	1.7		
Number of persons 16 years or older in household?	1	22.5	21.0	p < 0.05
	2	55.9	56.8	
	3	16.6	15.3	
	4 or more	5.0	7.0	
Consider yourself Hispanic Latino	Yes	2.2	2.1	
	No	97.8	97.9	
Racial categories that describe you	American Indian or Alaskan Native	5.8	7.0	
	Asian	0.9	0.8	
	Black or African American	2.1	1.1	
	White	91.5	90.7	
	Native Hawaiian or Pacific Islander	0.3	0.6	
	Some other race	1.8	1.4	
Highest year of school completed	8th grade or lower	7.2	7.0	
	9th grade	3.1	4.1	
	10th grade	2.2	4.4	
	11th grade	5.0	2.6	
	12th grade-GED	44.0	41.3	
	Some college-post secondary education	18.9	25.3	
	College graduate or higher	19.5	15.4	

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

**Multiple responses were accepted for these questions.

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